# Mid-Week Airtorial

'NEWS OF THE WORLD IN PICTURES

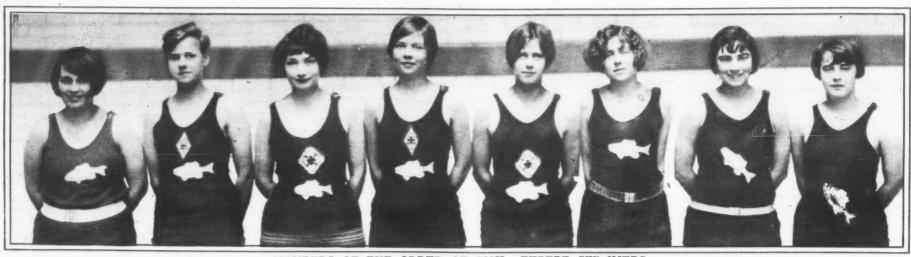
15 CENTS

JUNE 17, 1926
VOL. XXIII, NO. 17

CANADA (TEN

PUBLISHED WEEKLY BY THE NEW YORK TIMES COMPANY

Sharing His Honors: Jesse Sweetser,
American Winner of the British Amateur Golf Championship, With His
Trophy and Scotch Caddie at Muirfield, Scotland. (Times Wide World Photos.)



MEMBERS OF THE ORDER OF FISH: EXPERT SWIMMERS
of William Woods College, Fulton, Mo. Left to Right: Helen Rose, Florence Menge, Mildred Ristine, Elaine Schenk, Frances
Shepard, Elizabeth McKissick, Avis Sutton and Patricia Pease.
(Times Wide World Photos.)





# Metropolitan Amusement Guide &

CHARLES DILLINGHAM ATTRACTIONS-

NEW AMSTERDAM THEATRE West 42d St. Eves., 8:20 | Erlanger, Dillingham & Mats. Wed. & Sat., 2:20 | Ziegfeld, Mgr. Dirs. CHARLES DILLINGHAM Presents

AMERICA'S MUSICAL COMEDY SWEETHEART.

MARILYN MILLER in SUNNY

FULTON THEATRE West | Matiness 46th St. | Wed. & Sat. CHARLES DILLINGHAM presents

"THE LAST OF MRS. CHEYNEY"
Notable Cast Includes: ROLAND YOUNG AND A. E. MATTHEWS
STAGED BY WINCHELL SMITH

CASINO 39th and B'way. Evgs. 8:30.
Matinees Wed. & Sat.
RUSSELL JANNEY'S MUSICAL SENSATION

VAGABOND KING

Founded on McCarthy's "If I Were King." NIS KING CAROLYN THOMSON HERBERT CORTHELL MAX FIGMAN JANE CARROLL OLGA TRESKOFF Music by RUDOLF FRIML. DENNIS KING

CASINO de PARIS

Century | 62nd St. and Central Park West. | Phone Columbus 8800. Evgs. 8:30. | Smoking Permitted.

REVEALING AMERICA'S MOST BEAUTIFUL GIRLS

THEATRE WEST 44th ST. EVES. 8:30.

MATS. THURS. & SAT. 2:30.

LENORE ULRIC

LULU<sup>AS</sup> BELLE

IN A NEW PLAY
by EDWARD SHELDON & CHARLES MACARTHUR
corted by Henry Hull and a company of unique distinction

EARL CARROLL

JOE COOK | FRANK TINNEY | JULIUS TANNEN

THE LOVELIEST GIRLS IN AMERICA AND
DOROTHY KNAPP, THE MOST BEAUTIFUL GIRL IN THE WORLD.

THE LOVELIEST GIRLS IN AMERICA AND
DOROTHY KNAPP, THE MOST BEAUTIFUL GIRL IN THE WORLD.

THAT AVENUE AND 50TH STREET.
ONLY MATINEE THURSDAY

PLYMOUTH THEATRE, 45th St., W. of Broadway. Eves. 8:30. Matinees Thursday and Saturday WINTHROP AMES Presents GILBERT & SULLIVAN'S

LEW FIELDS' INSTANTANEOUS MUSICAL HIT

GIRL FRIEND"

with EVA PUCK and SAM WHITE

VANDERBILT THEATRE W. 48 St., East of Broadway. Eves., 8:30.
Mats., Wed. and Sat., at 2:30.

THEATRE GUILD PRODUCTIONS-

Garrick Gaieties

GARRICK THEA. 65 West 35th Street. Evenings 8:30.
MATINEES THURS. AND SAT., 2:30.

At Mrs. Beam's

A Comedy by C. K. MUNRO

GUILD THEA. West 52nd Street. Evenings 8:40 MATINEES THURS. AND SAT., 2:40.

It's a Great Comedy!

PATSY"

with CLAIBORNE FOSTER

BOOTH 45th St., West of Broadway. Evs. 8:30.
Mats. WEDNESDAY & SATURDAY, 2:30.

LYRIC THEATRE West 42d Street. Evenings 8:30.
Matinees Wednesday and Saturday, 2:30. SAM H. HARRIS Presents

THE MARX BROTHERS in "The Town's Chief Laugh Festival."—Eve. Post. THE COCOANUTS

Music and Lyrics by IRVING BERLIN.

Book by GEORGE S. KAUFMAN.

The musical numbers staged by Sammy
Lee and book directed by Oscar Eagle.

FEATURE MOTION PICTURES

ASTOR THEATRE, B'WAY at 45 ST. | SUNDAY MATINEES TWICE DAILY, 2:30-8:30. | AT 3.

A METRO-GOLDWYN-MAYER PRODUCTION

DENNY

SCREAM.

REGINALD in His LATEST. 66 ROLLING COMEDY LIONIE? HOME

A UNIVERSAL PICTURE.

B. S. COLONY THEATRE, BROADWAY, AT 53RD ST. Continuous Noon to Midnite.

EFRIGERATED B WAY AT 42ND ST. One of the PUBLIX THEATRES 5th Alluring Week!

in "ALOMA OF THE SOUTH SEAS"

**GREATER** B'WAY AT 49TH ST.

PUBLIX THEATRES

Naughty! Naughty!

"GOOD AND NAUGHTY

a Paramount Picture and the Usual Unusual Stage Novelties.

#### MAN OF THE WEEK



SMITH W. BROOKHART.

(C) Harris & Ewing, From Times Wide World.)

N event of unusual significance in the week's news is the choice of Smith W. Brookhart as the Republican nominee for Senator from Iowa. That he would win over his principal opponent, Senator Albert Baird Cummins, a veteran of eighteen years' service, had been expected by close political observers, but few anticipated that he would have a plurality of more than sixty thousand votes, probably over seventy thousand when the total vote shall have been counted. His victory had almost the proportions of a landslide.

Mr. Brookhart has been for some time the "stormy petrel" of the Republican Party, out of which he was practically read in 1925 by the Republican Senate caucus because of his pronounced radical views, his denunciations in the 1924 campaign of Charles G. Dawes and his support of La Follette for the Presidency. Barely two months ago he lost his Senate seat to Daniel F. Steck, Democrat, who successfully contested his election.

His victory is generally conceded to be due to the displeasure of Iowa farmers with the dalliance with farm relief shown by the controlling party in Congress. It is recognized also as a blow to the Coolidge Administration, and may have its repercussions in the Congressional elections this Fall and the Presidential campaign of 1928. There is no obscuring the significance of the result. The disgruntled farmers of Iowa, who may be assumed to represent most agrarian elements in the agricultural States west of the Mississippi, have risen in their might and demanded some relief in the form of a subsidy such as they believe is afforded to the manufacturers by the protective tariff. As they represent in the aggregate many millions of votes it is probable that the present apathy in Congress toward forms of remedial legislation for the farmers will be transformed into an urgent desire to do something for the distressed agricultural element.

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The Alexander Hamilton Institute Course is such a plan of reading. The following seven points distinguish it:

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You don't have to wait for results. "I have been privileged to hold a position of large responsibility probably ten years ahead of schedule," writes J. Henly Frier, Jr., President of Frier-Sturgis, Inc., St. Louis. "The training received from the Alexander Hamilton Institute was an indispensable factor in this rapid progress. It is an investment which paid me a 200% dividend in less than two years."



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O"Considering the cost of your Course—only a few cents

a day—I know of nothing in which a man can invest so little and get such large rewards." So writes A. K. Akers of the McWane Cast Iron Pipe Company, Birmingham, Alabama.



Sponsored by leaders of business and education

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T. Coleman duPont, D.C.S., Business Executive;

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JEREMIAH W. JENKS, Ph.D., LL.D., Research Professor of Government and Public Administration, New York University.



Fascinating to read

O "The exceedingly interesting way in which the subjects are treated was an agreeable surprise to me," says V. J. Faeth, General Manager of Winterroth & Co.,

New York. He con-

tinues, "I become so absorbed in the reading that I am reluctant to lay it down when bedtime or meal-time arrives."



Endorsed by 32,000 presidents

O Among the 32,000 presidents who have enrolled for the Course are men like these:

GEORGE M. VERITY, President, American Rolling Mill Co.; Francis A. Countway, President, Lever Bros. Company (Mfrs. Lux, Lifebuoy Soap); Charles F. Hirrs, President

· CHARLES E. HIRES, President, Hires Root Beer Co.;

ROY W. HOWARD, President and Chairman of the Board, Scripps-Howard Newspapers; WILLIAM WRIGLEY, JR., President, William Wrigley, Jr., Company (Wrigley's Gum).



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The Institute offers no training in specialized fields of narrow opportunity. Its subscribers learn the broad fundamentals of all business as applied by successful, practical executives. "Forging Ahead in Business," one of the most famous little books in the world, explains it all. More than 250,000 men look back on the half hourwhich they spent with it as the turning point in their lives. It contains all the facts, answer's all questions, quotes letters of men whose business positions and problems were precisely like yours. You are going to do some business reading this year. Send first for this free book and let it be your guide.

## Alexander Hamilton Institute

Executive Training for Business Men



ALEXANDER HAMILTON INSTITUTE
560 Astor Place

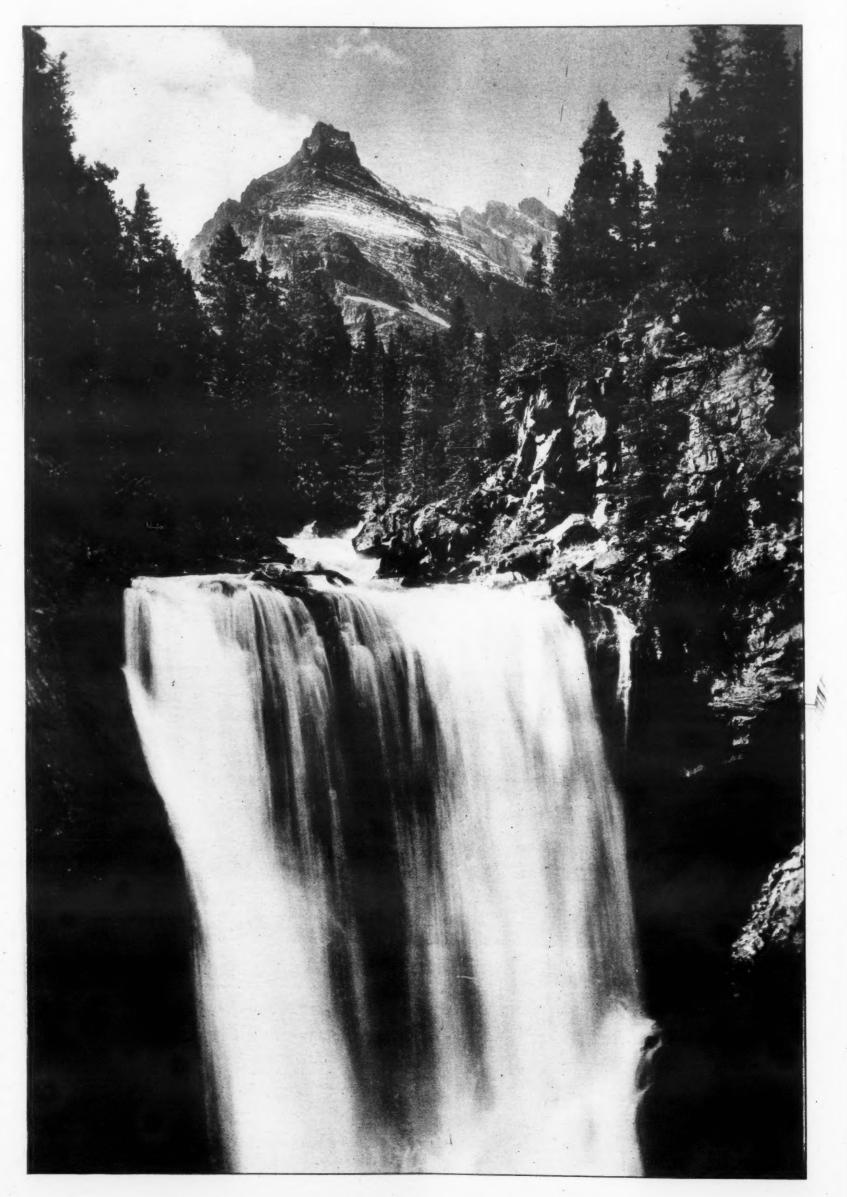
Send me at once the booklet, "Forging Ahead in
Business," which I may keep without obligation.

Signature

Please write plainly

Business
Address

Business
Position



DAWN MIST FALLS, IN GLACIER NATIONAL PARK, TUMBLING IN FOAMING ECSTASY.

# Mid-Week Pictorial

"A National Magazine of News Pictures"

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NEW YORK, JUNE 17, 1926.

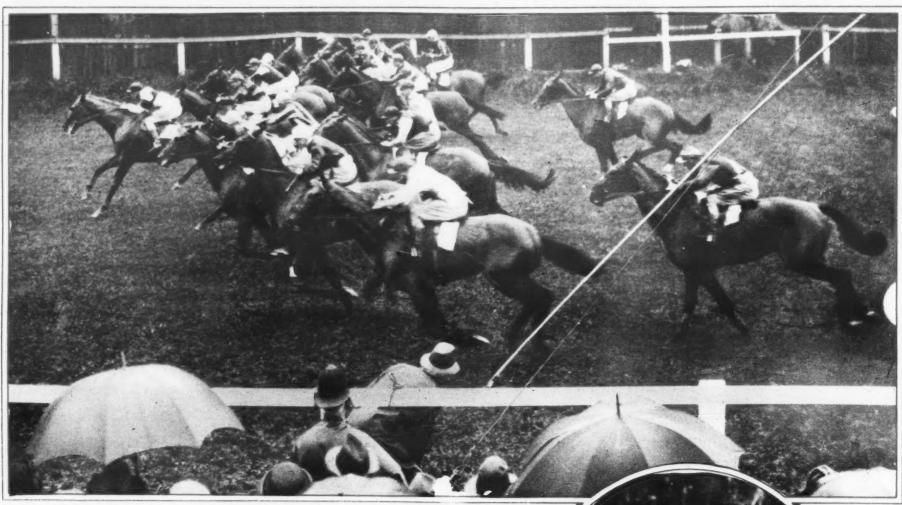
PRICE TEN CENTS.



#### HOW THE SCOTCH BROOM CAME TO THE OLD DOMINION: A DAUGHTER OF THE SOUTH

Amid the Glorious Blooms That Clothe the Virginia Fields With Beauty. The Legend Runs That the Seeds of the Scotch Broom First Came to America in Love Messages Penned by a Scottish Lassie to Her Lover Fighting in the Revolutionary War. Whenever the Soldier Opened a Letter the Seeds Fell to the Ground and Took Root, Until Now the Plants Are Among Virginia's Most Cherished Floral Possessions.

(Photo Courtesy Virginia Chamber of Commerce.)



the Field Gets Away for the 1926 Edition of the Classic Race, Which Was Won by Lord Woolayington's Coronach, Ridden by Joe Childs. (Times Wide World

Photos.)



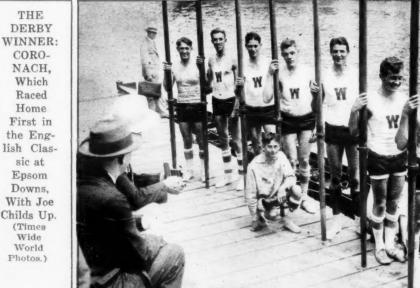
OFF
THEY
GO:
START
OF THE
HALF-MILE
RACE

in the 116th Meet of the New York Athletic Club Held at Travers Island, (Times Wide World Photos.)



WIELDS A POWERFUL RACQUET: JULIUS SELIGSON,
National Junior Indoor Tennis Champion and No. 1
Man on the Team of Columbia Grammar School, New York.

(Times Wide World Photos.)



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FROM THE FAR WEST: THE UNIVERSITY OF WASHINGTON CREW Stop Off in Chicago for Practice in the Lincoln Park Lagoon en Route to the Poughkeepsie Regatta. Left to Right: Albrickson, Sanford, Hart, Condon, Kearns, Sparling, Mathews, Clarup. Kneeling: Wuthenow.

(Times Wide World Photos.)



at the Garden Party for Disabled Veterans Held at the White House in Washington. He Is Shaking Hands With Sergeant Carl A. Nelson, a Veteran Who Served Under Him in France.
(© Harris & Ewing, From Times Wide World.)



CONGRATULA-TIONS IN ORDER: FORMER GOVERNOR SPROUL

of Pennsylvania Felicitates the Winner of the Philadelphia Regional Oratorical Contest, Thomas P. Cleary of St. Joseph's College High School. (Times Wide World Photos.)

A BLUE-BLOOD PEKINESE: MEIL-ING OF ALDER-BOURNE, Owned by Miss Vidal and Exhibited by Her at the Show of the Pekin Palace Association at the Ranelagh Club, Barnes, England. (Times Wide World Photos.)



A BLUE RIBBON RIDER: MISS ANN KENYON

of Attleboro, Mass., 8
Years Old, and Her
Pony, Sassy Sue. Miss
Kenyon Won the Ribon in the Riding Competition at the Millwood Hunt Club's
Aorse Show at Framingham. ingham.

(Times Wide World Photos.)



ROBIN HOOD AND LITTLE BO-PEEP: PENN CO-EDS
Play in "Treasure Island" at the Philadelphia Sesquicentennial Exposition. The Players Are Ruth Johnston and Dorothy Haigh.

(Times Wide World Photos.)











THE HEALTH DISPENSARY: NEW ANTI-TOXIN CLINIC for Children Under School Age Is Opened in New York by the Bellevue-Yorkville Health Demonstration Under the Milbank Fund.

(Paul Parker Photo.)

HERE are launched in New York City and State three demonstrations of what may be accomplished by applying the known preventives of disease which public and private health agencies expect to be significant for the nation. Under the assumption that it takes different methods to get people of a small city and a rural county to be concerned for health, and that a metropolitan city is a problem all by itself, the demonstrations are under way in Syracuse, N. Y.; in Cattaraugus County, and in New York City. In each case the work is under the direction of public health authorities, with private health groups cooperating in personnel and administration. The extra money needed is supplied by the Milbank Memorial Fund, which was established by the late Elizabeth Milbank Anderson to "improve the physical, mental and moral condition of humanity and generally to

advance charitable and benevolent objects."

These demonstrations are not, according to their directors, for the purpose of discovering anything new. Rather, they are made to get a new result from old knowledge. It is known, for example, that diphtheria can be stamped out in a given region if all the children in that region are immunized by toxin-antitoxin. This has been known for twelve years, yet health authorities say that it has by no means been generally applied.

In New York City, where the work is known as the Bellevue-Yorkville health demonstration, because the first metropolitan tests are being made in the Bellevue and Yorkville districts of the city, special effort to immunize children of preschool age has been launched by Dr. Leverett D. Bristol, in cooperation with the city's Department of Health.



of San Francisco Has Airplaning as His Favorite Sport, for the Greater En-

joyment of Which He Has Adopted Goggles. (East-West Photo.)



A MUSICAL VISITOR: MISS CECIL ARDEN of the Metropolitan Opera House Visits the Knickerbocker Hospital to Cheer Up the Patients and Sings for 3-Year-Old Jack Naughton.

(Times Wide World Photos.)



THREE OF A KIND: OTHERWISE, TRIPLETS, Whose Names, Left to Right, Are: Mason, Mary and Marion Morris, 17 Years Old, and Residents of Atlanta, Ga. Mary Was Graduated From High School This Month; Marion Has Just Been Married. Wide (Times Wide World Photos.



## SWEET GIRL GRADUATES RECEIVE DEGREES AT COMMENCEMENT





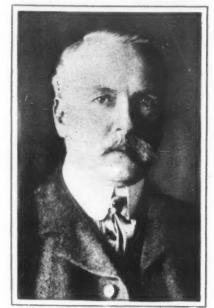
MARYMOUNT COLLEGE COMMENCEMENT: PATRICK CARDINAL HAYES Confers Degrees on the Graduating Class. James Butler Is Standing Beside the Cardinal. (Times Wide World Photos.)



MARY FRANCIS
HOFFMAN
of Boston as Deirdre in
the College's Annual
Celebration.
(Times Wide World Photos.)

WELLESLEY: MISS

#### WITH THE NEW BOOKS



LOUIS TRACY

THE CLEAVE MYSTERY,
By Louis Tracy, New York; Edward
J. Clode, Inc. \$2.

SINCE Conan Doyle whisked Sherlock Holmes from Baker Street into the unknown there have been few better detective stories than those that have issued from the pen of Louis Tracy. His reputation as a weaver and solver of problems will be measurably enhanced by his latest work, "The Gleave Mystery."

The major part of the plot develops on the country estate of Francis Gleave, who has mastered all the known capacities of radio and some that have not yet been revealed to the scientific world. Arthur Colquhoun, a young Englishman down on his luck, is contemplating emigration to Canada when he receives an invitation to visit Gleave, who is half-brother to the man who ten years previously had murdered Arthur's father. Against his own inclination he is persuaded by an agent of the secret police, who have their own reasons for keeping Gleave under surveillance, to accept the invitation and keep in touch with the authorities as a quasi-detective.

He is not long in finding that his task is no sinecure. Events begin to happen and keep on happening as soon as he has settled in the quarters that have been assigned to him. There is an air of mystery about the place that baffles while it intrigues him. He feels as though he were inclosed in invisible walls. The estate is a veritable whispering gallery where by means of the radio every murmured word is heard by the genius that controls the instruments. Distant vessels, automobiles and other objects move about mysteriously at the urge of the radio. Arthur's bewilderment at his weird surroundings is heightened by meeting a charming girl who informs him that he has been ned to the place to become her husband.

Complications follow at a breathless pace. A ruthless scoundrel, long unwhipt by justice, a maniac who tortures animals from sheer delight in cruelty, furnish thrills and chills in plenty, and yet the excitement they bring to the reader is not tempered by any lack of plausibility. It would be unfair to give the dénouement of the plot that Mr. Tracy has worked out so skilfully. Suffice it to say that the ending is satisfactory, and if villainy receives its punishment and virtue its reward the result is brought about by no resort to hackneyed devices.



Page Eleven

## HINTS, HITS AND HAPPENINGS IN THE MOVING PICTURE WORLD



SUSPENSE! DOROTHY DEVORE
Has a Trying Vigil in "A Social Highwayman"
(Warner Brothers).

YEARS ago, in the days when the ten-twent-and thirt melodramas flourished, there was a thrilling specimen of the genus called "Across the Pacific," which dealt with the Spanish-American War. It was produced (and we believe written) by Charles E. Blaney, who in that distant age was the King of Melodrama. Probably it was the most successful of all the productions of that popular school, though "Nellie, the Beautiful Cloak Model" and "Bertha, the Sewing-Machine Girl" must have run it hard for honors. Year after year "Across the Pacific" went up and down the country, and the public seemed never to tire of it.

And then came the movies and the old melodrama died. But "Across the Pacific" is to be reborn. Warner Brothers announce that they are going to give it a super-production. The sinking of the Maine will be shown and the bombardment of Morro Castle. No doubt we shall have at least a glimpse of the Rough Riders at San Juan Hill and Dewey at Manila: "You may fire when you are ready, Gridley." Monte Blue will play the lead.

A 240-acre ranch has been bought by the Christie Film Company in the Ventura Hills, north of Hollywood, to be used for exterior scenes in next season's comedies.

Round-the-world movies are the latest stunt to be pulled by Universal. A company of eleven actors

#### STARS OF THE SILVER SCREEN



AILEEN PRINGLE.

AUGHTER of one of San Francisco's wealthiest citizens and wife of Sir Charles H. Pringle, whose father was formerly Governor of Jamaica, Aileen Pringle tired of social futilities and decided to make use of the dramatic ability that the gods had given her.

She first devoted herself to the speaking stage, and played with George Arliss in "The Green Goddess" for two years in London and New York. Then came the call of the moving pictures, and a little over three years ago she made her film début in "The Sport of Kings." This was followed by "The Cost," "Red Head," "Earth Bound," and others, including Elinor Glyn's "Three Weeks."

Miss Pringle has brought to her chosen work a cultivated mind and a wide experience in travel and social contacts. Since she was 12 years old she has lived in California, the British West Indies and Europe. She was educated at private schools in San Francisco, Paris and London.

Her latest vehicle is "The Wilderness Woman," in which she appears with Lowell Sherman and Chester Conklin.

and actresses is to tour the globe under the direction of George Jacoby, the German maestro, filming as they go. Two plays will be result of this planet-

girdling expedition. One will be entitled "The



as She Will Appear in Metro-Goldwyn-Mayer's "Bardelys the Magnificent."



Woman Without a Name," the other "The Isle of Forbidden Kisses." The personnel will be all-European.

Sunny Spain will see the face of Rudolph Valentino ere many months go by, as one of the pictures in which he is to appear next season will be filmed in that romantic land.

Jack Buchanan and Beatrice Lillie, stars of Charlot's Revue, now playing in Los Angeles, have made such a hit with Cecil De Mille that he has signed them up for pictures. The exact figures are unknown to those outside the sacred circle, but it was whispered among people who ought to know that Miss Lillie was offered a \$50,000 contract. Evidently she acquiesced.

In answer to B. J. Askwith of Mount Vernon, N. Y.—Bert Wilson played the old Government agent in "The Vanishing American," and played it very well indeed.

Louise Fazenda is to support Marion Davies in "The Red Mill."... Babe Hardy, the elephantine comedian, has signed a long-term contract with Hal Roach... Oscar Shaw, popular in musical comedy, will play opposite Norma Shearer in "Upstage."... Robert Edeson will have a leading rôle in "The Devil's Master."... "Altars of Desire" will feature Mae Murray and Conway Tearle.



A WINSOME "BOY": FRANCES LEE, Leading Lady in Educational-Bobby Vernon Comedies.



JACK TREVOR, an English Actor, Who Will Be Leading Man in Universal's Round-the-World Pictures, "The Woman Without a Name" and "The Isle of Forbidden Kisses." (Times Wide World Studios.)



SCIONS OF THE SCREEN: JOSEPH AND ROBERT KEATON,
Sons of Buster and Natalie Talmadge Keaton—and, by the Same Token, Nephews of Norma and Constance.

(Melbourre Spurr.)

Questions of General Interest Regarding Photoplays and Players Will Be Answered Gladly, Either in These Pages or by Mail if Addressed to the Motion Picture Editor, Mid-Week Pictorial. 229 West Forty-third Street, New York, N. Y.

## Johnny Hines Gets the Miraculous "Brown Derby"



THE TRIUMPHAL RIDE: JOHNNY HINES as Tommy Burke, the Plumber, and Sam, His Assistant (Bob Slater).



AN UNFORTUNATE SITUATION: TOMMY BURKE, Having Taken Off the Brown Derby, Has to Submit to the Embraces of Aunt Anna (Flora Finch).

#### By Mitchell Rawson

Well, according to one of the captions of "The Brown Derby," the new First National comedy, in which C. C. Burr is presenting Johnny Hines, it is "the pyorrhea of the mind—four out of five have it." Tommy Burke had it, and if he had not had it his wealthy and eccentric uncle would not have bequeathed him the brown derby, about which the action of the story revolves, and all the side-splitting doings that make up the picture would never have occurred.

That would have been a pity, for this new comedy film is heartily to be recommended to all who feel that they have been taking the world too seriously and that they need to relax. People suffering from the solemnity complex (which is just as bad in its way as the inferiority brand) are not likely to remain in its power if they visit the Strand Theatre, New York, this week. "The Brown Derby" is really gorgeous fun of its kind.

As for the derby itself it is the symbol of triumph and achievement, and the wealthy uncle leaves it to Tommy Burke (played by Johnny Hines) because he knows that Tommy needs it. Tommy is a plumber. He expects to go on being one. He wants all sorts of things (including a girl whose picture is displayed in a photographer's window) but has no hopes of ever getting them. Then the brown derby comes into his possession and things change suddenly. Luck begins to break for him in the most glorious way, and the combination of bewilderment and complacency with which he faces the

miraculous series of accidents that befall him is the best thing Mr. Hines has done on the screen thus far.

The story is carried through at a rapid-fire pace. There are infinite absurdities - such as Tommy's ride in his bathtub motorcycle with the Police Department license number which his colored helper has hung in front, at the sight of which all the traffic officers salute him and he returns the salute grandly, attributing it all to the derby. There are endless mixups-cases of mistaken identity-people getting into the wrong rooms and being unable to get out, and so on, but even the oldest gags have a new twist given to them. He meets the girl whose photograph he has worshiped and desired, and she thinks he is her uncle from Australia. The real uncle brings a pet kangaroo with him which plays havoc in the house and knocks out the butler. Tommy and the girl are married by a clergyman whom they believe to be a lunatic and whom they humor by making the proper answers and signing the register as man and wife. And this enables Tommy to appear in the nick of time to prevent the girl's wedding to the villain by shouting, "If she marries you she's a Mormon!"

Through it all the brown derby acts as mascot amid a most ingeniously contrived series of events.

Mr. Hines, of course, is very much the central figure, but the other members of the cast add freely to the fun. Diana Kane is the girl who marries Tommy. Edmund Breese and Ruth Dwyer portray an eloping couple who are convincingly new to the marriage game.

So far as we are concerned, Mr. Hines fully deserves the brown derby.



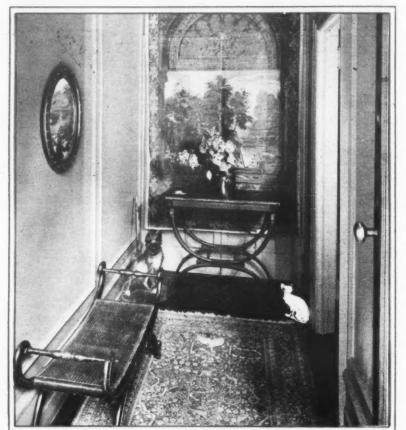
THE KNOT IS TIED: TOMMY BURKE AND EDITH WORTHING (Johnny Hines and Diana Kane) Go Through the Ritual of Matrimony, Thinking That the Clergyman Who Performs the Ceremony Is a Lunatic.

THE
WEARER
OF THE
BROWN
DERBY:
JOHNNY
HINES
in His New
Comedy Picture, as Seen
by Fowler,
the Caricaturist.





"IF SHE MARRIES SHE'LL BE A BIGAMIST!" THE ENAMORED PLUMBER,
Wearing Pajamas, Roller Skates and the Brown Derby, Impresses on Uncle Adolph (Herbert Standing) and Sam (Bob Slater) the Gravity of the Situation.



AN EFFECT OF GRANDEUR
Is Given to a Small Foyer With a Hand-Painted Panel, a Simple
Table and a Small Settle.
(Rose Cumming, Decorator.)

THE problem of making a home for herself con-

terest and fascination into which the woman of to-

day puts her heart and soul, and counts no labor

lost in the making. It is a task not so very different

from the dressing of her dollhouse in little-girl days,

only that the living quarters for mature years must

be very practically thought out, carefully planned,

and, with many, built according to a budget. An in-

come that is not elastic must be considered, yet a refined taste and apprecia-

tion of creature comforts, weigh in the

balance and the adjustment is not al-

Almost every woman thinks of herself

as a decorator in embryo and sails

bravely into the scheme of fitting up her

living quarters according to the home

picture she has long had in thought,

making into her dream home the space,

however commonplace, that may be avail-

able. The ideal has grown from some-

thing further back, and many elements

naturally enter into the realization.

The starting point may be the happy day

when a young woman realizes the suc-

cess of a life work, a bank account of

figures representing the money earned

by her own endeavor, recognition of her

art work or whatever the material proof

that she has "arrived." To many this

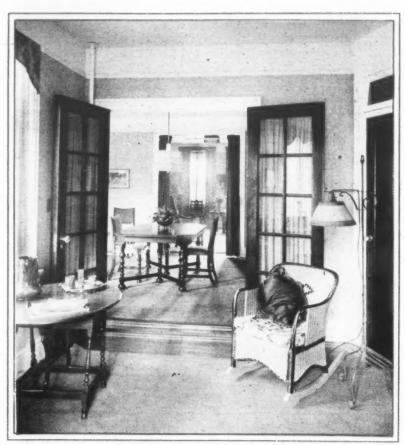
ecstatic moment is the peak in her expe-

ways simple.

fronts every woman who lives an independent

individual life. It is a subject of keenest in-

Taste
Needed
in
Furnishing
Small
Apartment



VISTA OF COURT APARTMENT,
Showing Homemakers How to Relate Colors in Adjoining Rooms.

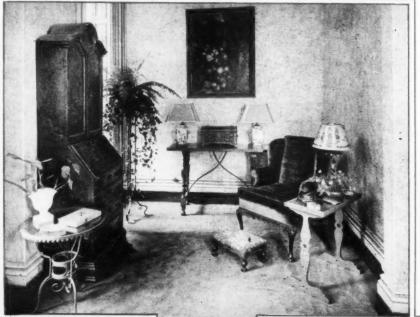
## By Lillian Morgan Edgerton

rience, a nearer approach to affluence than she has ever known before, and the first chance to have whatever place will spell a home of her own.

After the plunge is made there is apt to come bewilderment—uncertainty, confusion. The budget is in danger of being strained in making the dream come true. A champagne taste has always been difficult to gratify with a mineral water purse, and the best substitute for the thing one would have in the thing one may have sometimes presents complications. It is the business of the professional interior decorator to straighten out just such tangles, and many among the gifted women who are doing this work find especial joy in designing interiors that will meet the needs of women who earn their own living, who have a stipulated allowance none too large, or a modest inheritance. The same opportunities offer to serve a young married couple who are beginning their domestic life modestly.

> Apartments are of many different types. There is the one large room, studio, living room, bedroom, dining room all in one, with a kitchenette and bathroom adjoining. Some ingenuity is required in the treatment of this type in order that some degree of dignity and convention may be retained along with practical living activities. The two-room apartment may have a living room in which the dinner table may be spread. kitchen or kitchenette, bedroom and bath. The four-room flat, consisting of living room, two bedrooms and a kitchen, offers a still greater degree of luxury and freedom of treatment.

Examples of interiors are selected from the work of the best decorators in New York. Letters asking for suggestions in home furnishing addressed to this department of the Mid-Week Pictorial will be answered with advice from professional interior decorators.



A CHAMBER MAY HAVE A CHARM OF ITS OWN
by Tasteful Decoration and Arrangement, Without Regard to Period.
(Watterson Lowe, Decorator.)

A FEW CHOICE BITS OF FURNI-TURE, Properly Assembled, Add Style to a Small Sitting Room. (Photo by Mattie Edwards Hewitt: Alice Gillam Munyon. Decorator )





A CLOSED DOORWAY

May Be Put to Practical Use in an Old Suite Modernized.

(Rose Cumming, Decorator.)



PHYSICAL EDUCATORS: AMERICAN WOMEN TEACHERS

of the Art of Keeping Fit
Sail for Denmark to Take
a Course of Instruction
From Niels Bukh, Who
Has Invented an Original System for Developing the Human
Physique.
(Times Wide World
Photos.)



FOUR IN A BOWL: WHITE MALTESE SPANIEL PUPS
That Don't Take Up Much Room in the World.

(Times Wide World Photos.)

A
SON
OF
COLUMBIA: HUGH
JOSEPH KELLY
of the Senior Class,
Winner of the Charles
M. Roelker Jr. Alumni
and Phi Beta Kappa
Prizes.
(Times Wide World
Photos.)

BELGIAN IMMI-GRANTS: HORST AND DORA

Are Greeted by Miss
Betty Larke on Their
Arrival in Los Angeles.
(Times Wide World Photos.)



THE UBIQUITOUS MARINES: FOUR VETERANS
Whose Combined Periods of Service Total One Hundred Years. They Are (Left to Right): Sergeant
Anstey Cranston, Sergeant C. R. Baumgras, Captain J. R. Swinnerton and Sergeant Daniel J. Daniel.
(Times Wide World Photos.)

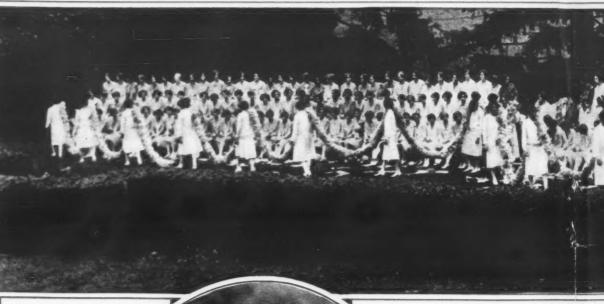


SOME DOLL! THIS STALWART GUARDSMAN, Standing Over Six Feet, Is Said to Be the Biggest Doll Ever Made, and Will Be Shown at the Philadelphia Exposition. The Doll Is Made of Knitted Goods Stuffed With Cotton. (Times Wide World Photos.)



HOME AGAIN: MRS. JAMES J. WALKER
Is Welcomed Back From Europe by Her Husband, Who Happens to Be Mayor of New York City.

(Times Wide World Photos.)



THE ANNUAL PAGEANT AT CLASS DAY
OF THE PROGRA
at Vassar's Sixty-first Commenceme
Grounds of the College at P
(Times Wide World Pho



A PAINTER OF TOTEM I MINNIE MENK of Sitka, Alaska, Retouches Or ous Figures in the Sitka Natio Totem Poles Have to Be Re Year.

(Times Wide World Ph



FIRST IN THE SADDLE: MISS EMILY DAVIES and Tangerine, Winner in the Children's Saddle Pony Class at the Annual Horse Show at Tuxedo Park, N. Y. (Times Wide World Photos.)

ROYALTY
AT WEST
POINT:
CROWN
PRINCE
GUSTAV
ADOLF
and Crown
Princess
Louise of
Sweden
Visit the
Military
Academy.
With Them
Are General M. B.
Stewart,
Commandant at West
Point, and
Mrs.
Stewart.
(Times Wide
World
Photos.)



A GARDEN OF ROSES: SOUTHERN MISSISSIPPI Claims the Most Beautiful June Rose Gardens and the Prettiest Girls in the World, and Here Is an Exhibit of Both, From the Garden of G. B. Dantzler in Gulfport, Miss. (Times Wide World Photos.)



ARRIVING FOR THE EUCHARISTIC CON Who Will Attend the Great Council at Chicago. Left to Right: Tranciskus Bucys, Lithuania; Mgr. Thomas Shine, England; Archit Edinburgh; the Rev. Patrick McHale of the Lazarists; the Rev. St. John's College



ON THE FRENCH COAST: LILLIAN
CANNON,
Who Will Attempt to Swim the English Channel at Gris-Nez, With William H. Burgess, the
Veteran Trainer.

(Times Wide World Photos.)

T CLASS DAY: ONE OF THE EVENTS
THE PROGRAM

Commencement Exercises on the College at Poughkeepsie.



F TOTEM POLES: MISS
INIE MENKE
Retouches One of the Curie Sitka National Park. The
ve to Be Repainted Every
Year.
Wide World Photos.)



IN ACADEMIC ROBES: HERBERT C. HOOVER.
Secretary of Commerce (Right), With the Rev. Charles W.
Lyons, President of Georgetown University, at the 127th Annual Commencement of the University. The Degree of Doctor
of Laws Was Conferred on Secretary Hoover.

(Times Wide World Photos.)





ISTIC CONGRESS: CATHOLIC CLERGY to Right: The Rev. Bernard McLaughlin, Edinburgh; the Rev. gland; Arehbishop Matulievicius, Lithuania; Mgr. Henry Graham, s; the Rev. Warner C. Walker, Rome; the Rev. Arthur C. Keegar, John's College.

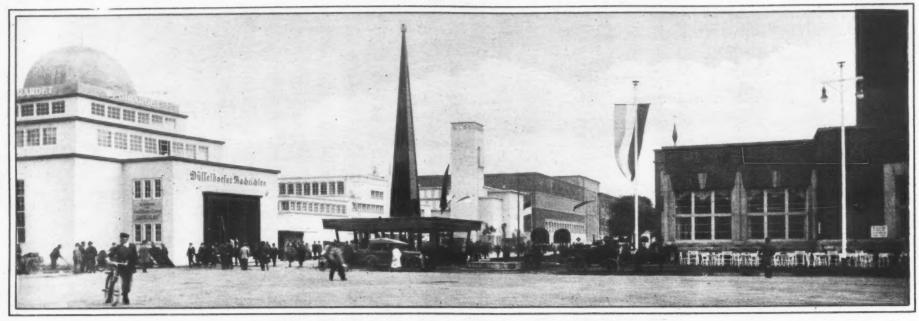


NEW BROOMS SWEEP CLEAN: THESE BRIDES-TO-BE, All of Whom Are Employes of the Southern Pacific Railroad in San Francisco, Are Giving Themselves a Lesson in Domestic Science. (Times Wide World Photos.)

PALM BEACH, LONDON! BATHING BEAUTIES Sun Themselves at London's Own Reproduction the Balmy Florida Resort. Which Has Been Opened Near Hampton Court, on the Thames. (Times Wide World Photos.)



## Duesseldorf Fair a Magnet for Summer Tourists



7

THE DUESSELDORF FAIR: SOME OF THE BUILDINGS of the Exhibition Which Draws Many Visitors to the Pleasant Rhineland City.

(Times Wide World Photos.)



66 THE proper study of mankind is man," said Pope, but there is scarcely a subject of which we know less than the question of how mankind suffers and heals, struggles and triumphs. Therefore, it is indeed a noble task which the old Rheinisch art city of Duesseldorf has arranged-an exposition which bridges the gap between abstract science and the capacity of the average man to understand science, and which tells the very important story, "To Know How to Live." The exhibition, which is one of the most interesting events in Europe, is called the GESOLEI, which, after the fashion of SOCONY, is a newly coined word derived from the first two letters of an unpronounceable collection of the German words: GEsundheit (health), SOcial Welfare and LEibesuebungen, which means "physical culture."

The GESOLEI exhibition covers hundreds of acres along the park-like embankments of the Rhine. The more important exhibition grounds are permanent

buildings and will remain a landmark of the city. Their design and architecture is something that will startle the architectural world, for Professor Kreis, originator of the permanent exhibition halls, has broken every precedent and has created an enormous planetarium flanked by remarkable exhibition halls, and his work is so different from the ordinary type of exhibition buildings that it probably will revolutionize the architectural arrangement of future exhibitions. The halls and buildings created by Professor Kreis are almost Babylonian in their massive power, and his buildings are absolutely free from cheap and flimsy decorations, so often used to "beautify" exposition buildings. This new architecture also found its way into the interior decoration of the buildings, and even the wildest Greenwich Village expressionist will gasp when he views some of the interior decoration details, such as stained glass windows, or wall and ceiling decorations done entirely in geometrical figures. The most remarkable thing about all this is that expressionism and modernism have not overrun the art city of Duesseldorf, which has always been rather conservative, but that, on the contrary, conservative artists have adopted modernism to develop an entirely new type of architecture and interior decoration.

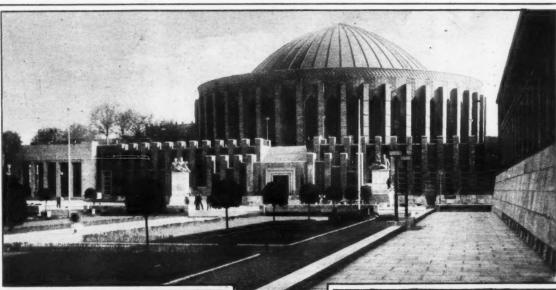
There was hardly ever an exhibition anywhere which was so much under the control and influence of real artists as is this exposition. Every exhibit in the large halls and in hundreds of separate buildings is the work of an artist. Well-known sculptors

and painters have lent their talent to interpret the ideas of the world's greatest scienists and to give pictorial and plastic shape to highly instructive material which heretofore was mostly presented in the common form of figures or statistical curves. Through this work one of the most difficult problems was solved, namely, to present the human body and its requirements in a manner easily comprehensible, even for the uninitiated.

It is quite impossible to give a short description of the wide scope of this exhibition, but the following sections, to mention only a few, afford some idea of the wide range of exhibits: Housing, food and nutrition, man and animal, clothing and hygiene, air and climate, popular mishabits and popular habits, epidemics, preventive sanitary work, sccial education, customs, usages and illnesses of various races and professions, insurance and the vast sphere of social development and social welfare work. The physical culture section is a great sports show in

itself. Proceeding from a scientific point of view, this section exhibits the development of gymnastics, the methods of life-saving, ball games, turf games, athletics, dancing, walking and hiking, mountain climbing, Winter sports, aeronautics, riding, driving and motoring, aquatic sports, costumes, dresses and fashions. The visitor will also see how all these sport activities are reflected in art, literature, photography and the press.

Naturally, an exhibition of this kind gives the proper atmosphere and background for conventions, and over two hundred will be held.





A TERRACE BY THE WATERSIDE: THE RESTAURANT of the Duesseldorf Exposition Provides a Charming Outdoor Eating Place.
(Times Wide World Photos.)

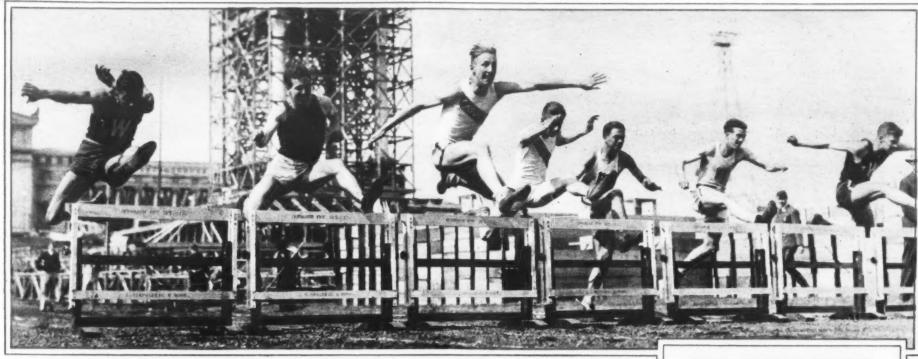
GREAT
PLANETARIUM:
THE
CENTRAL
BUILDING
of the Exhibition at
Duesseldorf,
Designed by
Professor
Kreis.
(Times Wide
World
Photos.)





FOREIGN TOURISTS: MANY AMERICANS
Visit the Duesseldorf Exhibition During Their Tour of the Continent.
(Times Wide World Photos.)

## OUTSTANDING FIGURES AND EVENTS IN THE WORLD OF SPORT



COUNTERING GRAVITATION: SEVEN CONTESTANTS Take the Hurdles in the 220-Yard Race at the National Prep School Track and Field Meet Held at Soldiers' Field, Chicago. The Event Was Won by H. Barnes of Wentworth Military Academy, Lexington, Mo., Time 25.6 Seconds. (Times Wide World Photos.)

AT THE NA TIONAL PREP SCHOOL MEET: DOUGLAS GRAYDON of Little Rock, Ark., Who Broke the Prep School Javelin Record With a Toss of 199 Feet 5 Inches. The Meet Was Held in Chicago. (Times Wide World Photos.)



FRANCO-AMERICAN TENNIS: RENE LACOSTE. the French Champion (Left) and Vincent Richards of the United States, Who Beat Lacoste in the Final at the International Tennis Tournament in the Bois de Boulogne, Paris. (Times Wide World Photos.)



THE CHURCH ATHLETIC: THE REV.
RALPH L. MINKER
of the Baker Memorial Methodist Church
in Concord, N. H., Who Is Star Third Baseman of the City's Twilight League Baseball Team.

THE MARATHON WINNER: CLARENCE DE MAR, Who Finished First in the Run From Valley Forge, Pa., to the Municipal Stadium on the Sesquicentennial Grounds in

Philadelphia. (Times Wide World Photos.)



THE WEEK'S SPORT-ING CELEBRITY



CLARENCE DE MAR. (Times Wide World Photos.)

UR national champion of Marathon runners is still king. At thirty-eight years of age Clarence De Mar is still going strong, as he proved afresh at Philadelphia on June 2, when he won the race from Valley Forge to the Sesquicentennial grounds, 26 miles 385 yards, in 2 hours 42 minutes 50 seconds, finishing nearly a mile ahead of the second man.

He carried the colors of the Melrose (Mass.) American Legion Post, and 25,000 people were waiting in the Municipal Stadium on the exposition grounds to cheer him as he came in sight. It had been a hard grind. Albin Stenroos, one of the best Marathon men in the world, made a splendid start and ran De Mar close until, after eleven miles, he had to drop out owing to blistered feet and a stitch in his side. Half the starters in the race fell by the wayside, for the route from Valley Forge is an up-and-down, wearing trail. After Stenroos was obliged to give up De Mar had things all his own way. Albert Michelson finished second and Frank Wendling third. One of the runners, Emery Efehreu of New York, ran the last twenty miles with only one shoe. His bare foot was sore and badly cut, but he stuck it out to the end.

Like Bob Fitzsimmons, Clarence De Mar is not worrying about his age, and to judge by his recent showing there is no reason why he should just yet.



Questions of General Interest Regarding Plays and Players, Past and Present, Will Be Gladly Answered Either in These Pages or by Mail, if Addressed to the Dramatic Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.



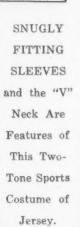
THE MIRROR OF MATSUYAMA: JAPANESE PLAYLET
Presented by Pupils of the Phoebe Ann Thorne School at Bryn Mawr. In the Picture
Are: Priscilla Taylor, Peggy Payne, Mary Agnes King, Charlotte Van Bibber, Lydia
Woolman, Mary Louise McGee and Louise Vauclain.
(Times Wide World Photos.)

COSTUMES OF LONG AGO: PRIZE WINNERS at Mrs. Henry Tudor's Garden Party on Larch Road, Cambridge, Mass. Left to Right: Mrs. Charles Winthrop Sawyer, First Prize; Miss Juliet Richardson, Second; Mrs. Robert Dodge, Third.

(Times Wide World Photos.)

## PICTURESQUE AMERICAN STYLES FOR THE YOUNGER SET







THIS CHARM-ING SPORTS DRESS of Washable Silk, With Green and Tan Stripes, Is Worn With Froth Green Silk Stockings and Pumps of Interwoven Tan and Parchment Leather.



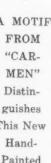
A GRADUATION DRESS of Georgette Embroidered in Paillettes of Green and



FOR THE JUNE "PROM" This Dress of Cornflower Blue Chiffon, With Fitted Bodice and Tiered Skirt, Is Ideal.



THIS GREEN AND WHITE CHECKED CHIFFON DRESS for Afternoon Wear Has Touches of White in Collar, Cuffs and Jabot.







Information as to Where the Dresses and Accessories Shown on This Page May Be Purchased Will, on Request, Be Furnished by the Fashion Editor, Mid-Week Pictorial, 229 West Forty-Third Street, New York, N. Y.

## SHRINERS PARADE IN FULL IMPERIAL PANOPLY AT PHILADELPHIA



THE
LIBERTY
BELL HAT:

BELL HAT:
A NOVEL
CONCEPTION
by an Enterprising Designer in Compliment to the
Sesquicentennial
Exposition in Philadelphia.
(© Bruck-Weiss.)

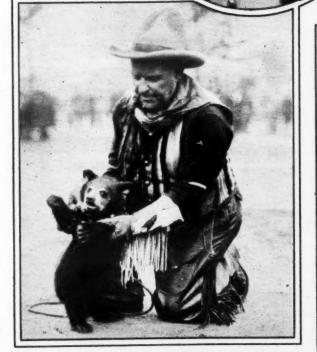
TOTAL FORM

WASHINGTON AT VALLEY FORGE: ONE OF THE FLOATS in the Shriners' Parade in Philadelphia Celebrating the Fifty-second Imperial Council.

(Times Wide World Photos.)

THE QUEEN OF SHEBA AND KING SOLOMON: A HISTOR-ICAL FLOAT in the Great Parade of Shriners Who Gathered in Philadelphia for the Fiftysecond Imperial Council and the Sesquicentennial Exposition. (Times Wide World Photos.)





FROM MONTANA: "SEE ME" BAKER and Bill, a Bear Cub Mascot of Al Bedoo Shrine, Now in Philadelphia for the Shriners' Imperial Council. (Times Wide World Photos.)

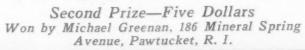
MARCHING SHRINERS: THE SALAAM SHRINE of Newark, N. J., Parades Down Broad Street, Philadelphia, Toward the Exposition Grounds.

(Times Wide World Photos.)



## Amateur Camera Artists Win Cash Prizes

Won by Rose Frank, Millers, Ind.





"QUACK! QUACK!"





ON THE WATCH. Three Dollars Awarded to M. Burdick, Box 143, R. D. 3, Schenectady, N. Y.

Amateur photographers everywhere are invited to send their latest and best photographs to the Mid-Week Pictorial, which will award a first prize of ten dollars (\$10) in cash for the photograph adjudged the best each week, five dollars (\$5) for the second best and three dollars (\$3) for each additional photograph published.



"HE LOVES ME, HE LOVES ME NOT!"



TWO AMPHIBIANS. Three Dollars Awarded to M. H. Ludlow, 111 West Mifflin Street, Madison, Wis.



BESIDE THE BAYOU. Three Dollars Awarded to Vivian Rougon, Oscar, La.

STATION DO YOU WANT?" Three Dollars Awarded to Eugene H. Lemay, 172 Prospect Street, Manchester, N. H.





THE HAPPY FAMILY. Three Dollars Awarded to Mrs. Joseph Watson, Yalesville, Conn.

All Photographs Should Be Sent to the Amateur Photographic Editor, 229 West Forty-third Street, New York, N. Y.

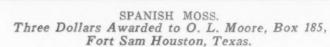
## In the Weekly Photographic Competition



THE LOWING HERD.

Three Dollars Awarded to Arthur H. Farrow, 799

South Twelfth Street, Newark, N. J.





THE SALUTE.

Three Dollars Awarded to E. Hinch, National Sanatorium, Tennessee.



STUDYING NATURE.

Three Dollars Awarded to
Elaine Joy Tracy, 432 Biddle
Avenue, Wilkinsburg, Pa.



OLD AND NEW.

Three Dollars Awarded to E. K. Foreman, Box 282, Mon rovia, Cal.



Three Dollars Awarded to Edwin F. Butters, 770 Columbia Road, Dorchester, Mass.



A RAINY DAY.

Three Dollars Awarded to C. C. Hauver, 1,244 East North Avenue,

Baltimore, Md.

Amateur Photographers Are Invited to Ask Questions About Their Work, and These Will Be Answered Either in This Department or Through the Mails by the Director of the Times Wide World Studios.

Page Twenty-five

## New Weaves From the French Looms of Fashion

Selected by M. Thérèse Bonney, Paris Fashion Editor



"YOU, YOU,"

a Clever Two-Tone Ensemble From Lelong. The Coat Is of Lovely Green Kasha and Bands of Same Trim a

White Piqué

Frock.

(Photos by

Bonney,

Times

Wide

World.)

A. FIG-

URED GOLD

LAME

BLOUSE

Accom-

panies

Coat and

Skirt of

Natural

Kasha,

From

Marthe

Regnier.



Page Twenty-six





"CAPELLA,"
Created by Chantal, Is of Old Blue Kashatoilecla From Rodier, Lined With Self-Tone Tussah. The Little Hood Fastens With Two Lapis Lazuli Buttons.



"ARABESQUE."

How Paul Poiret Interprets a Combination of Natural Kasha and Beige and Black Crêpe de Chine in a Unique

With Interesting
Godet
and
Jabot
Treat-

ment.



A NEW MEM-OF THE "KASHA FAM-ILY." Rodier Creates a Double-Weave Printed Fabric Called "Ychainie," Which Premét Develops

Into a Smart Coat, "La Chasse aux Anes."



WHICH SHOWED THE POSITION OF THE POLE: COMMANDER BYRD, the American Officer Who Made the First Successful Flight to the North Pole, With His Solar Com-pass, Which Enabled Him to Determine the
Exact Position of
the Furthest North
of All Geographical
Lines. (Times Wide World

Photos.)

DOUGLAS FAIRBANKS AND BUSTER KEATON: SCREEN STARS Immortalized in Papier-mâché for Exhibition at the Sesquicentennial Exposition in Philadelphia. (Times Wide World Photos.)

A Charming **SMOCK** 

> Beach Coat of Flowered Cretonne

The background is demure gray or tan, but the flowered pattern is a gay riot of color. Just the thing to slip on over your bathing suit on the beach or over your frock in the garden. Quite permissible to wear without a frock, in fact, for it is extremely well made and well cut. Cool and washable.

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Third Floor at McCreery's

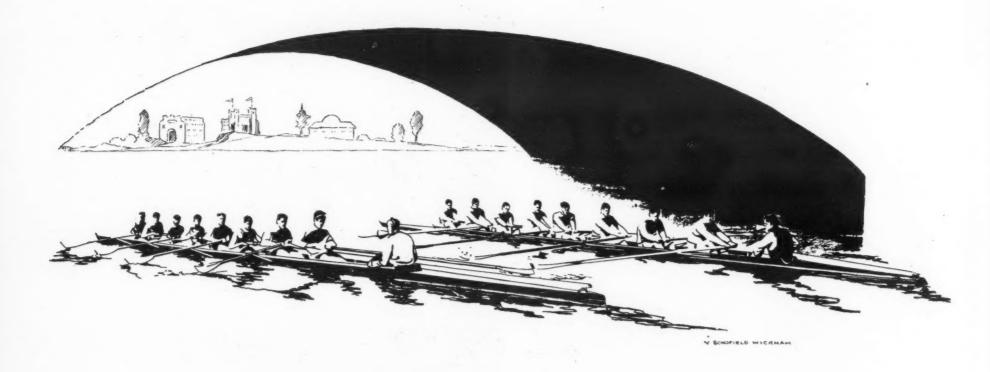
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Outdoor Sports



THIS ATTRACTIVELY PRINTED MAGAZINE GIVES YOU PICTURES OF PEOPLE AND EVENTS EVERYWHERE. THE BEST PHOTOGRAPHS ARE SELECTED FROM THOUSANDS WHICH ARE SENT IN BY MID-WEEK PICTORIAL CAMERAMEN FROM ALL OVER THE WORLD. ACCEPTANCE OF THE THREE-MONTH INTRODUCTORY OFFER, OR A SUBSCRIPTION FOR A YEAR, WILL BRING YOU THIS FASCINATING MAGAZINE EVERY WEEK.

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BLUE AND WHITE: COLUM-BIA VAR-SITY CREW in Practice for the Poughkeepsie Regatta. Left to Right: Bom, Roegner, Koupa, Buddine, Sherman, Woelfle, French, Lohr and Muller. (Times Wide World Photos.)

THE

CLIPPER OF THE WAVES: THE CHARMING POLLY, With Her Three 450-Horsepower Maybach-Zeppelin Engines Running of Top Speed.
(Photo by Morris Rosenfeld, N. Y.) SPECIALLY built in Germany for Colonel H. H. Rogers of New York, 76 feet long, with a beam of 13 feet 6 inches and an entirely new type of hull whose design embodies the methods used in building the famous Zeppelin dirigibles, the Charming Polly has had her first speed trial in New York waters. She is said to be the fastest vessel of her type in the world. On the trial she tore across the water at more than 28 knots an hour (over 34 statute miles). The conditions were favorable,

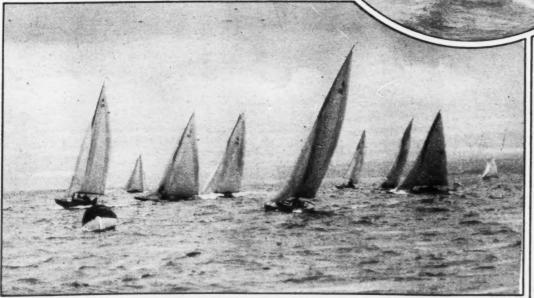
as there was very little sea or wind; but a slight head tide was in evidence and one of the blades on the starboard propeller was slightly bent. The Charming Polly came up to all expectations.

The motive power for this fastest of express cruisers is furnished by three Maybach - Zeppelin 450-horsepower motors similar to those used in the dirigible Los Angeles and (except in horsepower) in Amundsen's Norge, which, as all the world knows, recently crossed the North Pole.

AFTER THE SMASH: THE OTRANTO of the Orient Line, Which Struck a Rock in the Mediterranean While Bound From London to Tangiers.

(Times Wide World Photos.)

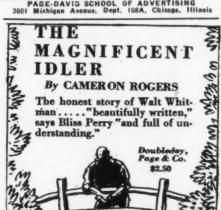
RUNNING WITH THE GUNWALE AWASH: THE LINA
of the Thirty-Foot Class in the Sixth Annual Regatta
of the Port Washington (L. I.) Yacht Club.
(Times Wide World Photos.)

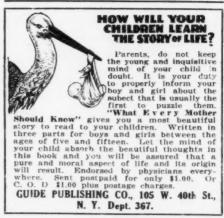


WHITE WINGS: LONG ISLAND SOUND Sees the Start of the Annual Reatta of the Port Washington Yacht Club, With Over Sixty Yachts Entered. (Times Wide World Photos.)

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# What MORNING NEWSPAPER do you Read?

Between the hours of 12 noon and 12 midnight nearly twice as much happens that is of news value as during the other twelve hours of the day. From midnight to the middle of the morning most people are asleep or at their homes. The day nears noon before human activity reaches its maximum. The New York Times brings into the home a day-by-day history of the world.

The Times gives to the reader, more than does any other newspaper, a consciousness of being in personal touch with the life of the whole world. It is strictly a newspaper. It presents the news of the City, the State, the Nation and the Werld more adequately than any other newspaper. It expends more money for news than any other American newspaper, or any newspaper in the world for that matter.

## Examples of News Leadership.

When Peary reached the North Pole—when Scott and Amundsen attained the South Pole—when Byrd flew to the top of the world—when Amundsen sent the first message from the North Pole—news of these wonderful achievements was sent direct to The New York Times, and the signed narratives of these great explorers appeared only in The New York Times.

## An Incomparable Sunday Newspaper.

The New York Times on Sunday supplements its complete record of the news of the day with many regular additional sections which, combined, make it the most comprehensive publication ever produced by any newspaper. There is the Magazine, worthy to be compared with any costly periodical in the land—the Book Review, in advance of all others in extent and variety—the section wholly devoted to sports, profusely illustrated—the Rotogravure-Picture Section, containing photographs gathered by The Times from all corners of the earth—and sections devoted to the news and sidelights of the stage world, of motion pictures, of the arts, of personal news, and of fashion. Radio also receives full recognition.

#### Newspaper of Record.

The New York Times is the newspaper relied upon above all others by business men, a paper of record in law and in finance, and it is preferred by educators throughout the United States, who regard it as an essential in their lives and work.

## Real News in Advertising.

The multitude of women who read The New York Times are keenly interested in its advertising as well as in its news columns, because they depend upon The Times to keep them informed of the offerings made by New York's great stores and exclusive shops. They make up their marketing lists from the announcements of food products and household equipment; they consult the advertisements when they want new home furnishings, or a new apartment, and they are fully aware of the value and reliability of the "Help Wanted" and "Situations Wanted" columns of The Times.

The men also know that they may rely upon The Times advertisements, whether they deal with clothing, motor cars, office equipment, finance, building construction, or with any of those things that are important in their lives or add to the comforts thereof.

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## Beauty Triumphs in the Classic Groves of Academe



OF IDAHO'S FAIREST: MISS BERNICE HIRSCHMAN. of the University of Idaho, Who Was Nominated and Rlected as One of the Leading Beauties of the Institution. (Photo by Sterner.)

> FRESH-MAN BEAUTY: MISS CORINNE CHAPMAN, a Co-Ed of the University of Idaho, Recent-Voted One of the Prettiest Girls on the Campus. (Photo by Sterner.)

THE LONG-HAIRED PRINCESS: MISS SYLVIA BLAIR of Amherst, Mass., as Princess Rapunzel on One of the Floats Which Figured in

Wellesley College's Annual Float Night on Lake Waban. The Princess Rapunzei's Hair Was So Long That She Made a Rope of Her Tresses, Up Which Her Lover Climbed to Her Place of Imprisonment. (Times Wide World Photos.)

THREE PRETTY MAIDS OF WELLESLEY: THEY PARTICIPATED in the Tree-Day Celebration at the Institution and Are (Left to Right): Helen

Petit of Brooklyn, N. Y.; Nanette Winston of New York City and Georgia Hodges

of Olathe, Kan. (Times Wide World Photos.)

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